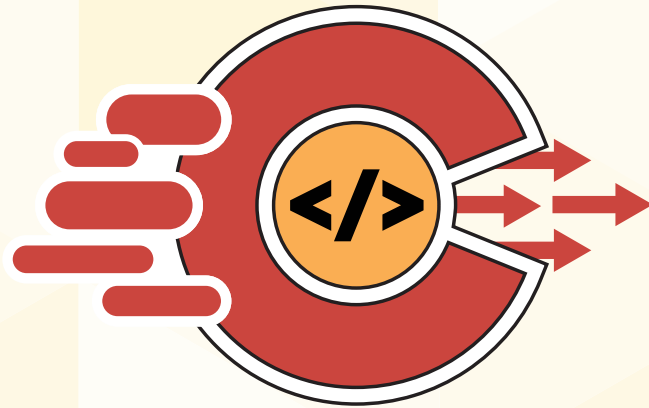# BUSINESS INTELLIGENCE CENTER

Colorado Secretary of State

2022 ANNUAL REPORT

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Message from Secretary Griswold

My Fellow Coloradans,

In 2022, my office has been dedicated to supporting Colorado's economic recovery and providing the Colorado business community with new resources focused on future resilience. We believe that "getting back to normal" isn't enough.

It has been a privilege to work across the State to build economic strength and ensure all our programs and services have a positive impact on Colorado's communities. Since 2019, my team and I have expanded the offerings the Secretary of State's Office provides businesses, and we are working to reimagine Go Code Colorado to better address Colorado's business needs.

To strengthen and build on our historical initiatives, we are pleased to announce a new Annual Forum. This event will bring together business owners, data, and technical professionals to educate on and inspire innovations using public data for business solutions. Along with this effort, we are broadening our free data workshops with the University of Colorado Leeds School of Business. Our most visible effort will be a reimagining of the Go Code Colorado Challenge which will now be part of the annual Forum.

We are moving to a leaner, more focused, and faster-paced challenge worthy of the fantastic competitors we attract year after year. In 2022, we renewed and grew our connections throughout Colorado with our "satellite" and technical partners for Go Code Colorado. We deepened our relationship with the Western Slope and saw three teams from Grand Junction place in the top three. We reignited our partners in Durango and Colorado Springs, and competitors joined us virtually and in person. This year, we welcomed our first partner from the plains in Sterling. Our technical partners offered workshops and tools to help competitors create polished and professional entries that engaged the judges and the community. Thank you to everyone who helped us have another successful year.

Together, we continue to grow the connection between the business, data, and technical communities across the State. We look forward to building on these relationships, and past successes, for even greater initiatives in the year to come. Stay connected to the Secretary of State's Office through our social platforms or the newsletter – you won't want to miss any of the updates.

Sincerely,

Jena Griswold

Jena Griswold
Colorado Secretary of State

About the Business Intelligence Center

The mission of **The Business Intelligence Center (BIC)** within the Colorado Secretary of State's Office is to support the advancement of Colorado businesses by ensuring free and open access to public data through the Colorado Information Marketplace (CIM) and supporting the use of the available data through education on business intelligence and analytics practices.

BIC accomplishes this mission through:

Data Curation and Agency Support: Identify data sets that are of high value to the business community; facilitate the technical aspects of working with Federal, State, County, and City agencies to regularly upload and update business relevant data sets to a central location—the Colorado Information Marketplace (CIM). https://data.colorado.gov

Data Intelligence Resources: Create workshops and eLearning tools to help users access public data and to support the business community's growth through public data education.
https://bic.coloradosos.gov/business-resources/

Community Engagement: Engage with the technology, data, education, government, and business communities to raise awareness of and put the power of public data in the hands of Colorado businesses through the Go Code Colorado competition and the Annual Forum.
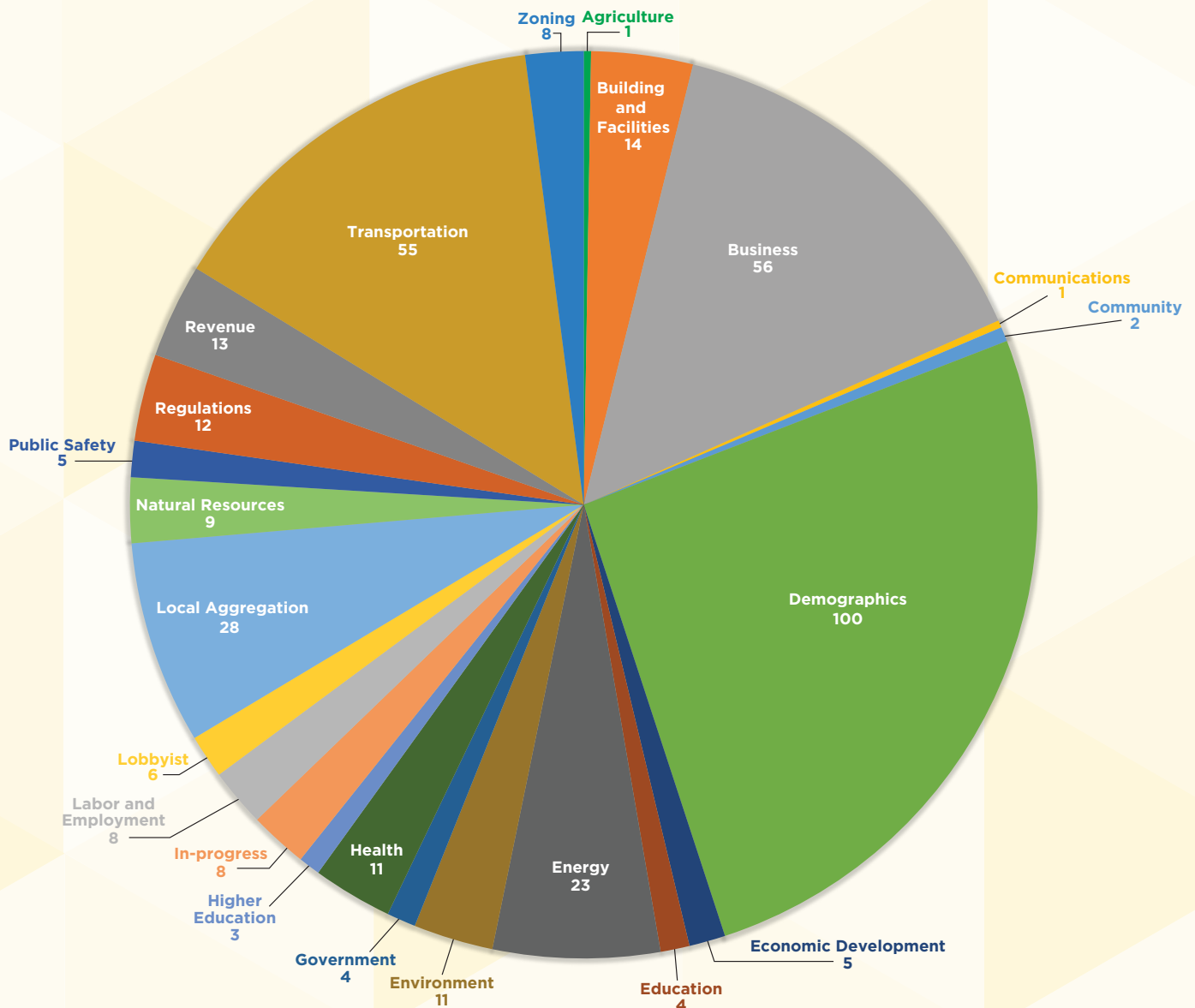https://gocode.colorado.gov

This 2022 Annual Report highlights BIC program accomplishments in these areas, changes made to programming, and additional resources to support the Colorado business and tech communities.

About the Business Intelligence Center

Agency Participation

BIC works across many local, state and federal agencies. Our data sets are distinguished by their relevance to the business community, quality of metadata, and "freshness" of the update cycle to the Colorado Information Marketplace. By working closely with these groups, BIC has been able to publish nearly 400 data sets. These important relationships mean businesses and nonprofits can better understand the economy and our communities through data.

BIC Published Datasets by Category on CIM from 2014-2022

Category	Count
Zoning	8
Agriculture	1
Building and Facilities	14
Business	56
Communications	1
Community	2
Demographics	100
Economic Development	5
Education	4
Energy	23
Environment	11
Government	4
Higher Education	3
Health	11
In-progress	8
Labor and Employment	8
Lobbyist	6
Local Aggregation	28
Natural Resources	9
Public Safety	5
Regulations	12
Revenue	13
Transportation	55

About the Business Intelligence Center

Agency Participation

Data Provider Name	Assets Published from Provider by BIC	Data Provider Name	Assets Published from Provider by BIC
Adams County	5	Eagle County	4
Alternative Fuels Data Center (Division of Energy Efficiency & Renewable Energy)	1	El Paso County	1
Bureau of Economic Analysis	2	Environmental Protection Agency	1
Boulder County	11	Garfield County	2
Broomfield County	2	Internal Revenue Service	9
Colorado Department of Agriculture	1	Jefferson County	2
Colorado Department of Higher Education	3	Johns Hopkins University	3
Colorado Department of Labor & Employment	10	La Plata County	1
Colorado Department of Revenue	28	Lake County	1
Colorado Department of State	32	Larimer County	1
Colorado Department of Transportation	57	Mesa County	2
Colorado Department of Public Health & Environment	1	NASA	1
Colorado Department of Public Safety	5	National Renewal Energy Laboratory	18
Colorado Energy Office	3	Colorado Office of Economic Development and International Trade	1
City and County of Denver	23	Office of Information Technology & Geographic Information Systems	1
City of Grand Junction	3	Pitkin County	1
Clear Creek County	4	SBA	2
Community Collaborative Rain, Hail, & Snow Network	1	Tri-County Health Department	2
Colorado Division of Homeland Security and Emergency Management	1	Town of Breckenridge	1
Colorado Department of Local Affairs	120	US Census Bureau	2
Colorado Department of Regulatory Agencies	3	United States Energy Information Administration	8
Colorado Department of Personnel & Administration	1	United States Geological Survey	3
Denver Public Schools	3		

About the Business Intelligence Center

Public Data Education & Resources

Business owners

Public data users

Public data providers

The BIC website seeks to provide comprehensive data education and tools for business owners, public data users, and public data providers. In the Summer of 2022, we will fold the Go Code Colorado website into the BIC website and update the BIC website to highlight additional tools and resources.

The BIC website features:

BUSINESS & EDUCATION RESOURCES

We demonstrate the value of public data as a resource for business owners and decision-makers. BIC aims to create tools and resources for the Colorado business community that teach what data is available, where it lives, and how to use it. These tools include:

- https://bic.coloradosos.gov/business-resources/
- Request a Data Workshop Form
- Data Tools eLearning Tutorial
- Colorado Information Marketplace eLearning Tutorial
- Colorado's Business and Economic Indicators Dashboard
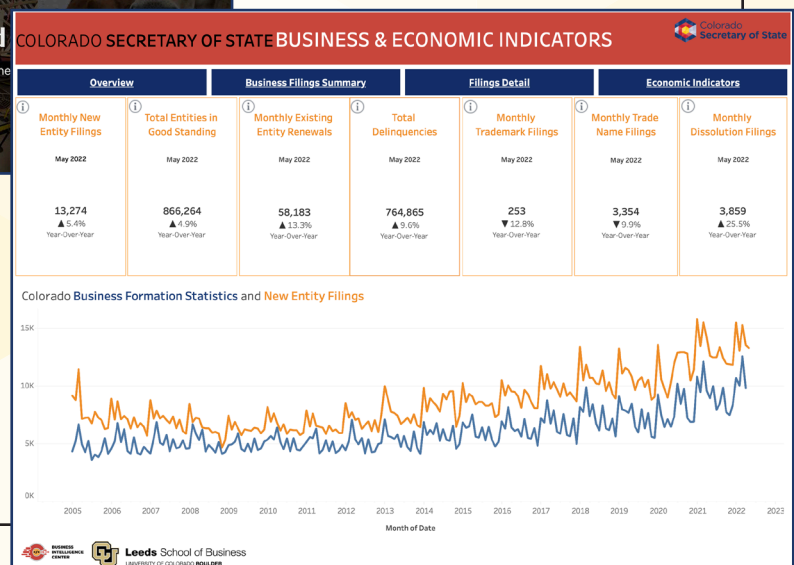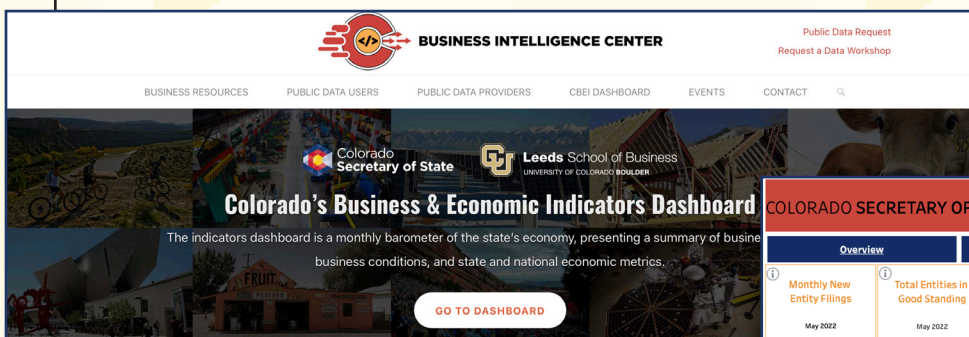
About the Business Intelligence Center

Public Data Education & Resources

PUBLIC DATA USER RESOURCES

We regularly work with the technology, data, education, government, and business communities to put the power of public data in the hands of Colorado data users in both for-profit and not-for-profit business management. These tools include:

- https://bic.coloradosos.gov/public-data-users/
- Public Data Request Form
- Data Discovery Tool
- Colorado's Business and Economic Indicators Dashboard

PUBLIC DATA PROVIDER RESOURCES

BIC supports federal, state, county, and city agencies by facilitating technical aspects of regularly uploading data sets to the CIM and also helps to inform them of data sets that are of high value to the business community. These tools include:

- https://bic.coloradosos.gov/public-data-providers
- SEO and User Experience Guidelines
- Data Publishing Standards
- Metadata Template

2022
Go Code Colorado

Go Code Colorado challenges participants to develop insights and solutions that address key Colorado business issues. Teams compete to integrate Colorado's public data into tools and valuable analytics for business decision-makers in Colorado. In 2022, six teams – three each from two tracks – were named winners at the final competition event held in May, taking home over $80,000 in cash awards. These teams also benefited from over $100,000 in in-kind tools and resources from our partners.

- **Business Analytics Track:** In the Analytics Track, teams use public data to provide valuable insights and recommendations to benefit Colorado's businesses (both nonprofit and for-profit). Examples of submissions include a data story, visualization, or white paper.

- **Business Application Track:** In the Application Track, competitors create market-relevant applications or tools using public data to provide solutions to Colorado's businesses. Examples of submissions include a mobile or web application.

Go Code Colorado entered into its ninth year completely virtual as well as offering in-person events when able.

2022 Go Code Colorado

Community Engagement

The following section summarizes the impacts of Go Code Colorado from 2014 to the present.

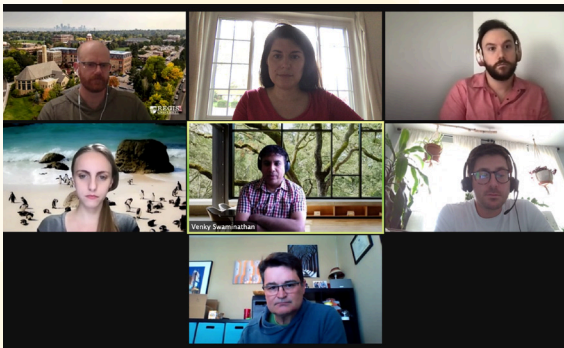### 2014–2022 Community Engagement
Nine-Year Community Summary

Event Series Participants	5,000+	Sponsors and Partners	100+
Team Participants	1,000+	Contacts	9,500+
Teams	250+	Email Subscribers	3,000+
Mentors	250+		

GCC 2017

GCC 2022

GCC 2021

GCC 2019

GCC 2015

GCC 2014

GCC 2016
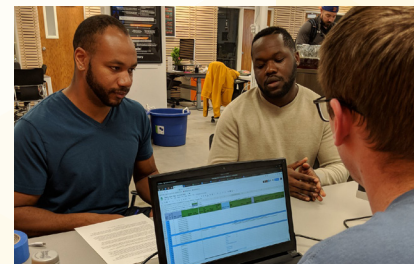
GCC 2018

2022 Go Code Colorado

Partner Tools

Esri was founded to help solve some of the world's most difficult problems. They do so by supporting users' important work with a commitment to science, sustainability, community, education, research, and positive change. Competitors had access to Esri's GIS mapping software, the most powerful mapping and spatial analytics technology available. Esri offered a Learning Lab at Challenge Saturday as well as individual licenses throughout the challenge.

Tableau is the market-leading choice for modern business intelligence, their analytics platform makes it easier for people to explore and manage data, and faster to discover and share insights that can change businesses and the decisions they make. Competitors had access to three months of free Tableau individual licenses.

2022 Go Code Colorado

Partners

Brownstein Hyatt Farber and Schreck combine outstanding lawyers, leading authorities on policy and true business acumen to solve the toughest challenges. The firm sponsored our Challenge Saturday space in Denver and offered three Learning Lab sessions from several Brownstein staff.

Boulder Insight is a thought leader in visual analytics for Fortune 500 companies and start-ups alike. They are a trusted Tableau Certified Silver Partner. Boulder Insights offered a Learning Lab during Challenge Saturday as well as provided competitors with individual licenses.

Colorado University's Leeds School of Business has a mission to positively transform the future of global business by inspiring and educating next-generation business leaders and creating impactful knowledge. The Leeds School of Business provided a Learning Lab during Challenge Saturday.

General Assembly has transformed tens of thousands of careers through pioneering experiential education in today's most in-demand skills. As a partner, they made available to all competitors a 25% discount to any upcoming classes from the launch of the event in February until May of 2022.

Go Code Colorado's longest-running partnership has been with **Great Divide Brewing**, a natural fit for both entities as supporting Colorado businesses and sustainability is key to both missions. As a pioneer of the Denver Brewery scene, Great Divide has become one of the most decorated breweries in America since its founding in 1994. Great Divide provided refreshments for the Final Competition and Awards event in May of 2022.

2022 Go Code Colorado

Satellites

STERLING

Trae Miller
Executive Director, Logan County Economic Development Corporation

The **Logan County Economic Development Corporation** partnered with Logan County Commissioners in 2018 to create the first coworking space on the Eastern Plains - the Annex coworking facility. The Annex serves as a resource and gathering space for entrepreneurs, remote workers, and other business entities. The Annex offers a variety of flexible use options to help inspire cross-pollination of remote workers in the gig-economy and startup businesses alike. During Go Code Colorado, the Annex served as a local hub for competitors with space to meet and work, wifi, snacks, and networking.

DURANGO/SOUTHWEST

Brittany Cupp
Program & Community Manager, SCAPE

Emily Meisner
Executive Director, Pagosa Springs Community Development Corporation

The **Southwest Colorado Accelerator Program for Entrepreneurs (SCAPE)** mission is to help create more high-growth, job-creating companies in the Four Corners by providing education, mentoring, and access to funding for startups and early-stage companies. SCAPE and their co-hosts, the **Pagosa Springs Community Development Corporation**, worked together to host events and support competitors.

2022 Go Code Colorado

Satellites

COLORADO SPRINGS

EPICENTRAL COWORKING

Frank Frey
Space Captain, Epicentral CoWorking

Epicentral CoWorking is a shared workspace for creatives, small business owners, freelancers, consultants, entrepreneurs, and coffee-shop nomads. Their vision is to be the epicenter of entrepreneurship, business, and creativity, which drives vibrancy downtown, elicits pride in Colorado Springs, and invigorates their community's approach to economic development. Epicentral gave Go Code Colorado competitors space to meet and work, wifi, snacks, and networking opportunities on Challenge Saturday.

GRAND JUNCTION

Tom Benton
Acting Director, Colorado Mesa University, Maverick Innovation Center

The **Colorado Mesa University (CMU) Maverick Innovation Center** offers students from all academic disciplines the opportunity to develop entrepreneurial ideas and turn them into reality by working with students from other disciplines, community experts, and CMU faculty. The center includes space designed for different uses ranging from small meetings and brainstorming to design work and prototype production. Professors from CMU mentored teams and held their own Challenge Saturday at the center that coincided with student schedules.

Meet the 2022 Go Code Colorado Winners

Congratulations to the 2022 winners!

Judges chose the six winners by considering originality, impact on Colorado businesses, public data use, and whether the submission was concise and engaging overall.

Analytics Track Winners:

1st Place
HealthCares (Grand Junction)

2nd Place
Open Water Foundation (Fort Collins)

3rd Place
WNV (Grand Junction)

Application Track Winners:

1st Place
Colorado Health Oasis (Fort Collins)

2nd Place
DevourCO (Grand Junction)

3rd Place
Trail Funds (Grand Junction)

2022 Go Code Colorado Winners:
Business Analytics Track

1st Place
HealthCares (Grand Junction)

Team **HealthCares** evaluated the relationships between county variables and chronic illnesses across Colorado counties. The study showed how obesity could affect society using the information found in the CIM and other public Colorado data outlets. Using data about demographics, healthy and fast-food outlets, and additional information about Colorado counties, the goal was to identify the casualties of the estimated obesity percentage and diabetes-related hospitalizations. The hope is to inspire and incentivize healthy behaviors while encouraging a more aligned public health policy in the State of Colorado.

2022 Go Code Colorado

2022 Go Code Colorado Winners:
Business Analytics Track

2nd Place
Open Water Foundation (Fort Collins)

https://poudre.openwaterfoundation.org/2.4.0/#/content-page/home

The **Open Water Foundation** identified a need for actionable information about water issues at a local scale to address water problems. The foundation has been developing InfoMapper software, which provides map-based information products, and applied this software to create the Poudre Basin Information website to demonstrate the usefulness of the software. A feature of the submission was enhancing the software for the competition to provide dashboard features and indicators for water to simplify understanding the status of water issues. The resulting dashboards, water indicators, and workflows offer information so that actions may begin locally to understand and address water problems.
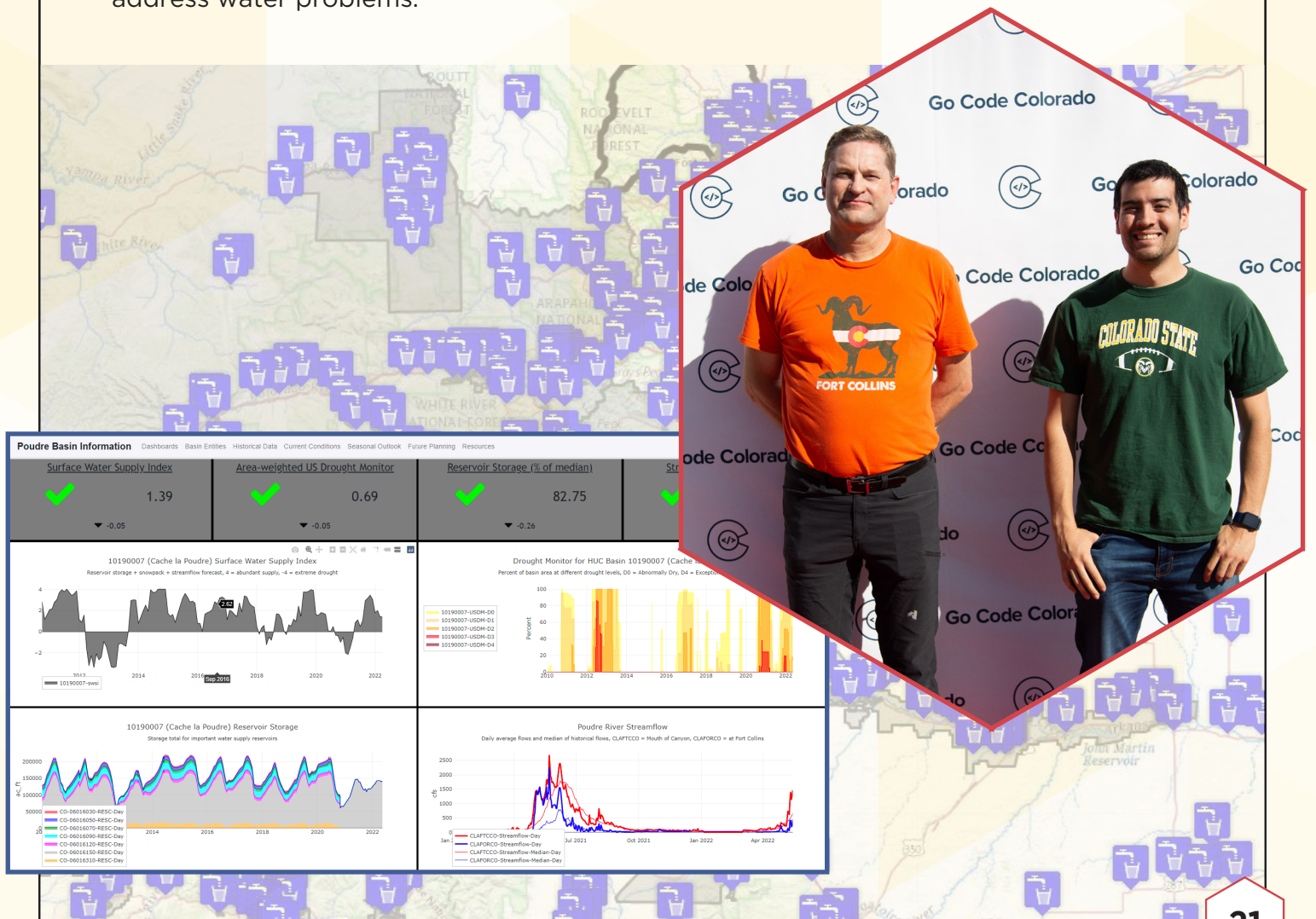
2022 Go Code Colorado

2022 Go Code Colorado Winners:
Business Analytics Track

3rd Place
WNV (Grand Junction)

West Nile Virus found its way to North America in 1999, starting with the diagnosis of two cases of encephalitis in the Queens borough of New York City. The virus had found its way to Colorado by 2002. Team WNV addressed the who, what, when, where, why, and how of the virus in the 64 counties of Colorado. It showed, from historical data along with qualitative, quantitative, and geospatial methods, that the primary variables behind West Nile Virus cases by county in Colorado are urban/rural classification, water area in the county (in square miles), and if it is an El Niño year or not. The team utilized mapping tools to illustrate the presence of the West Nile Virus and its spread over time throughout the State.
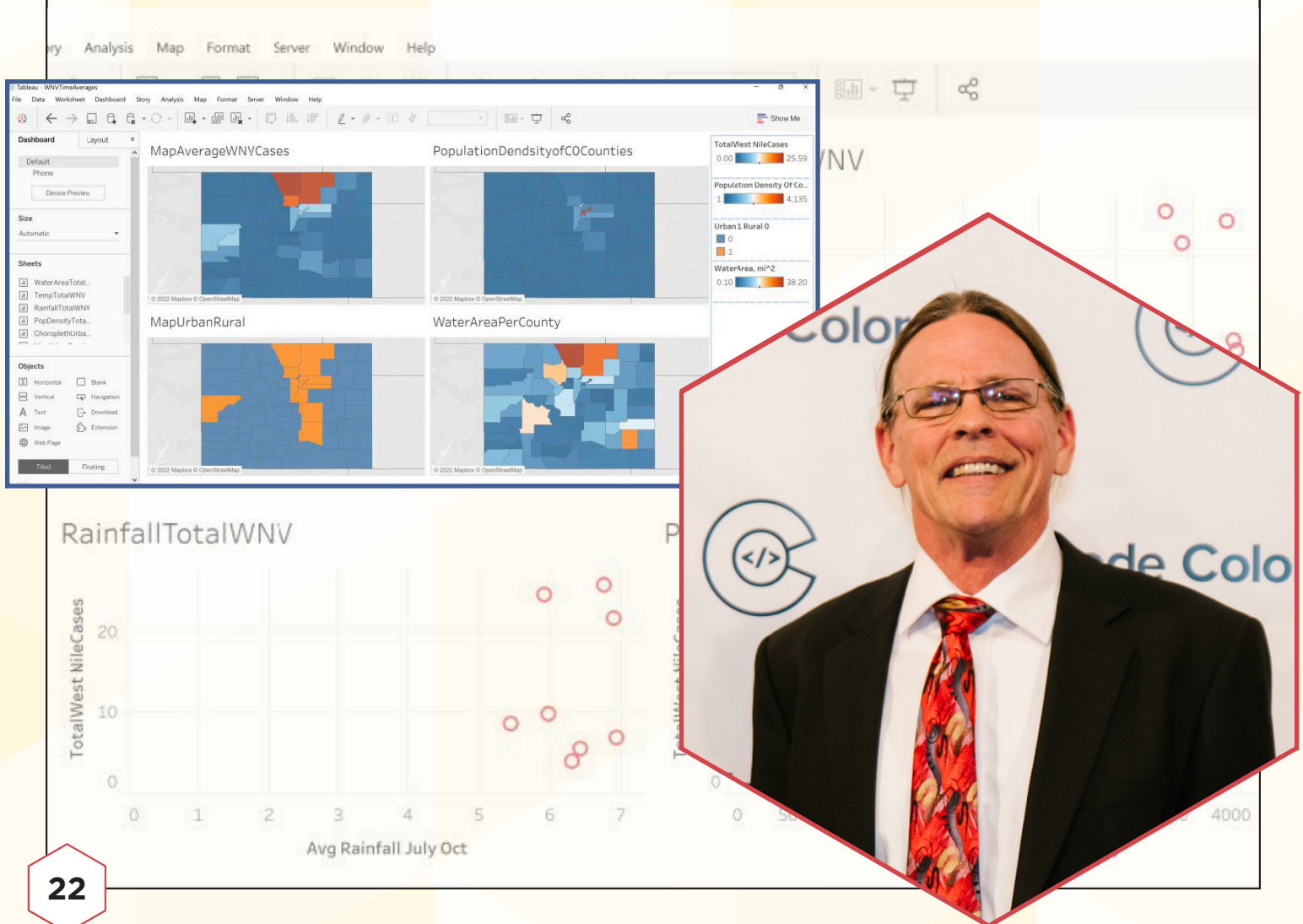
2022 Go Code Colorado

2022 Go Code Colorado Winners: Business Application Track

1st Place
Colorado Health Oasis (Fort Collins)

coloradohealthoasis.0bit.dev

Colorado Health Oasis is a novel application that addresses the global problem of "healthcare deserts" or disparities in healthcare geographically. The application aims to improve access to specialized healthcare for consumers, increase opportunities for service providers, and match healthcare employers with the providers they seek, leading to health oases in the State.
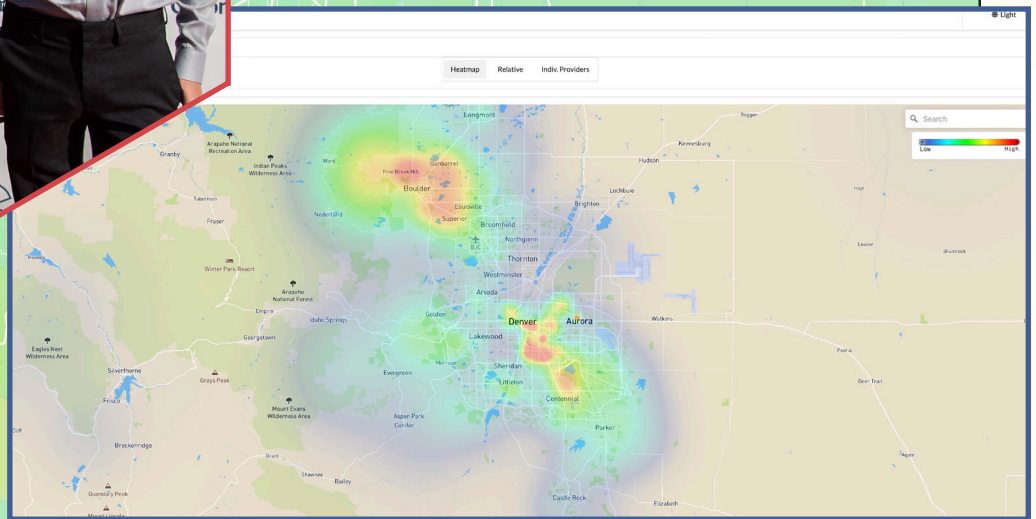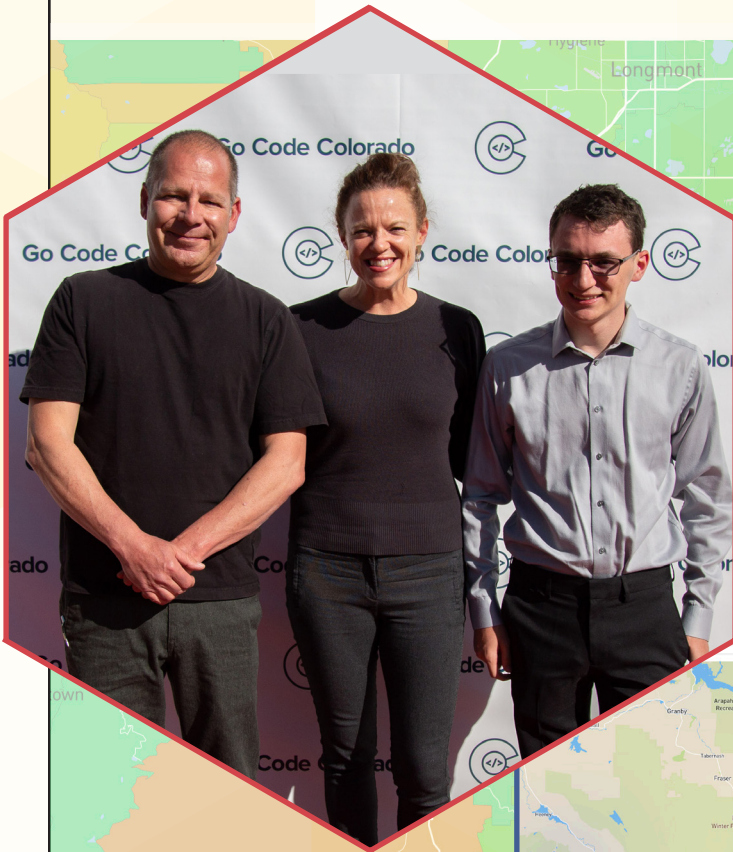
2022 Go Code Colorado Winners:
Business Application Track

2nd Place
DevourCO (Grand Junction)

DevourCO is an application that connects local food consumers to local food producers. The proposed app will allow users to search for local producers, leave reviews, and upload photos. DevourCO will also enable local producers to connect to cross-promote products and amplify promotional opportunities.
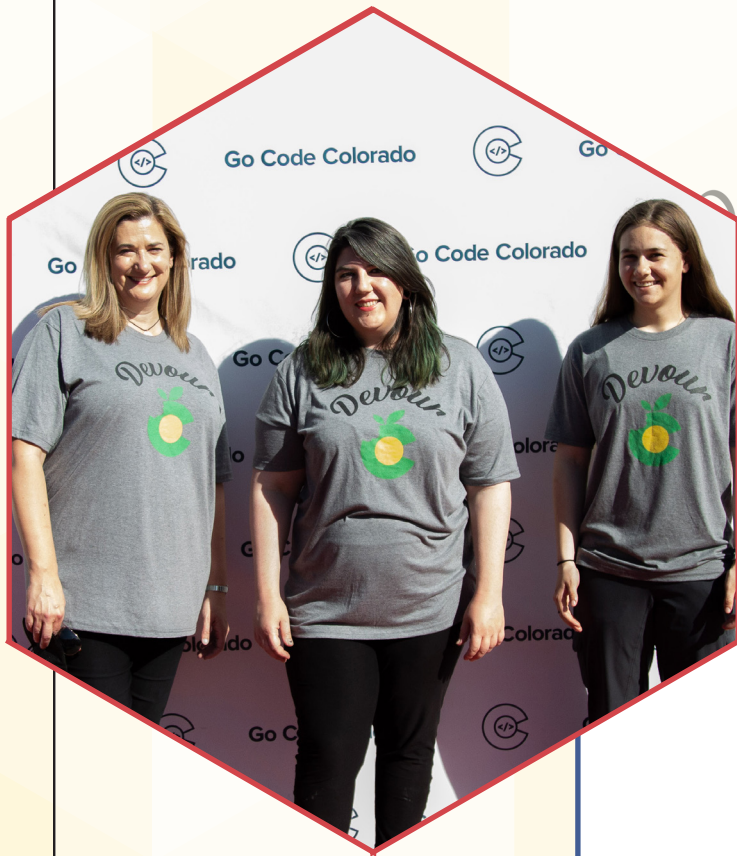
Colorado's Local Food Connection

2022 Go Code Colorado Winners:
Business Application Track

3rd Place
Trail Funds (Grand Junction)

Trail Funds is the "Switzerland" of trail funding applications via API partnerships with outdoor and trail maintenance organizations and the COTREX dataset. The app maps trails to the relevant maintenance organizations and notifies users to donate money to support the maintenance of that specific trail via that organization. Trails are being loved to death and need long-overdue care, and these organizations need new revenue streams and efficiencies to allocate resources appropriately.
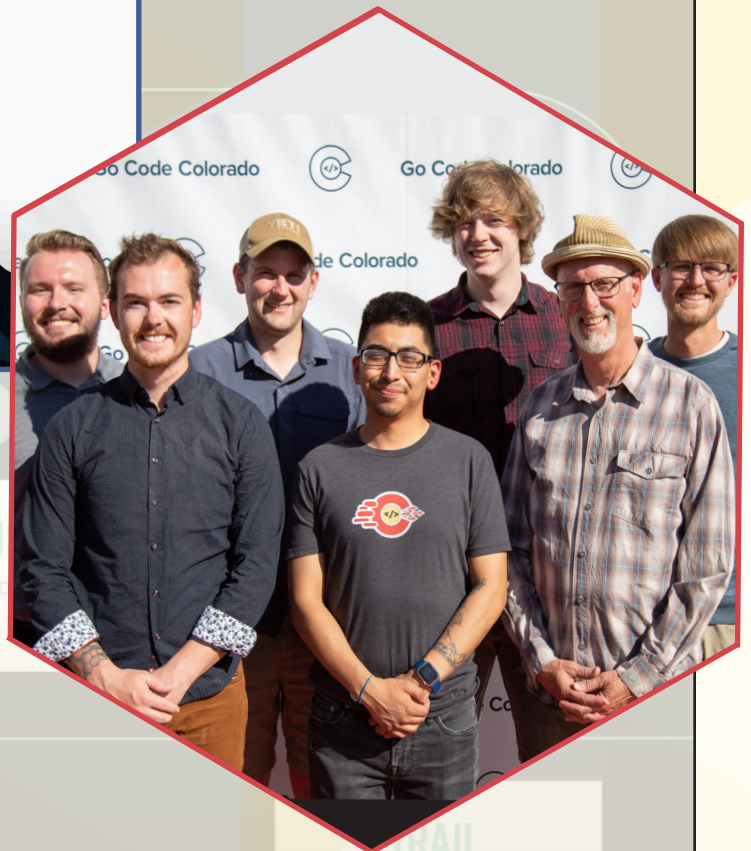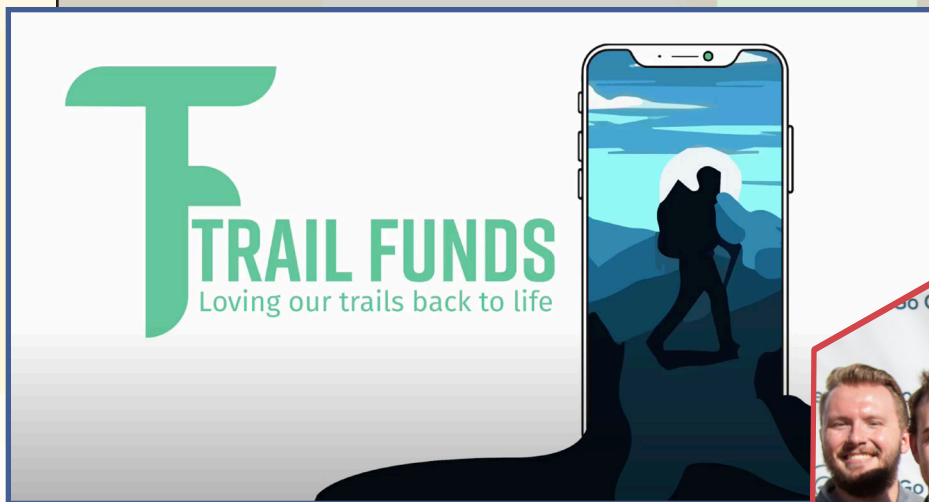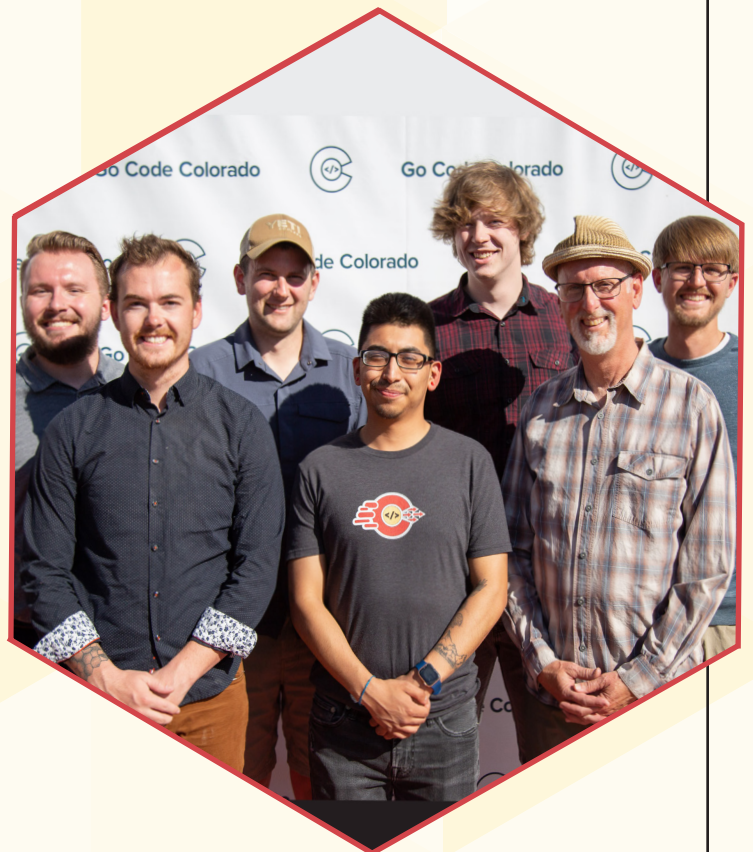
2022 Go Code Colorado

2022 Go Code Colorado Winners:
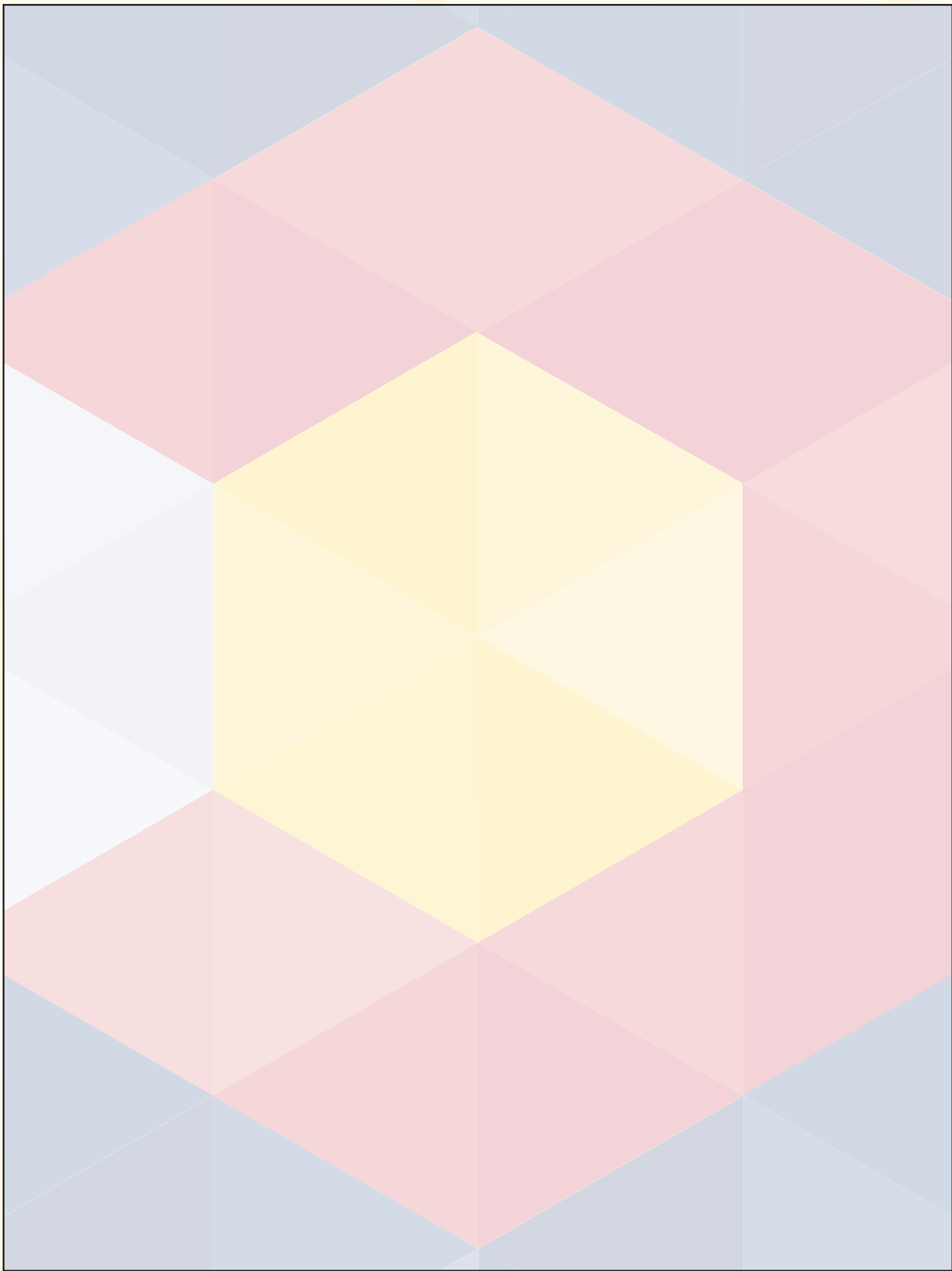## People's Choice Award Winners

For the 2nd year, a **People's Choice Award** was voted on by the general public and the Go Code Colorado community. This year's winners are:
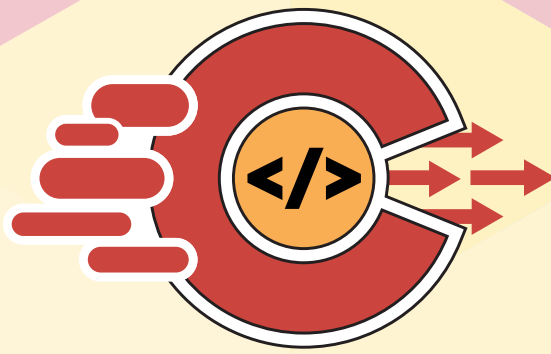
Analytics Track Winners:

HealthCares
(Grand Junction)

Application Track Winners:

Trail Funds
(Grand Junction)

For more information about any of the Business Intelligence Center (BIC) initiatives contact
BIC@ColoradoSOS.gov
or go to
https://bic.coloradosos.gov